What is claimed is:

1. A method of fabricating a liquid crystal display device with liquid crystal sandwiched between a pair of transparent substrates and with a film for liquid crystal orientation formed on at least one transparent substrate adjacent to the liquid crystal, the method comprising;

a step of forming a UV-reactive film for liquid crystal orientation on at least one transparent substrate,

a step of applying first polarized UV rays to the film,

a step of rotating the substrate on a reference plane,

and

a step of applying second polarized UV rays to the film.

2. A method of fabricating a liquid crystal display device with liquid crystal sandwiched between a pair of transparent substrates and with a film for liquid crystal orientation formed on at least one transparent substrate adjacent to the liquid crystal, the method comprising;

a step of forming a UV-reactive film for liquid crystal orientation on at least one transparent substrate,

a step of applying first polarized UV rays to the film on the substrate that is aligned parallel to a reference plane for controlled liquid crystal orientation,

a step of rotating, on the reference plane, the substrate having thereon the film exposed to the first polarized UV rays, in such a manner that the liquid crystal orientation having been

controlled in a predetermined direction in the first polarized UV ray exposure step may turn in a direction that differs from its predetermined direction, and

a step of applying second polarized UV rays to the film for pre-tilt angle expression.

- 3. The method of fabricating a liquid crystal display device as claimed in claim 1 or 2, wherein the rotation angle in the step of rotating the substrate is 90 degrees.
- 4. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 3, wherein the angle of the first UV exposure falls between 50 and 90 degrees relative to the reference plane.
- 5. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 4, wherein the angle of the second UV exposure falls between 50 and 80 degrees relative to the reference plane.
- 6. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 5, wherein the ratio of the dose of the first UV exposure to that of the second UV exposure falls between 100/1 and 1/1.
- 7. The method of fabricating a liquid crystal display device as claimed in any one of claims 1 to 6, wherein the light source of the polarized UV rays is a non-electrode discharge-type UV lamp.
 - 8. A liquid crystal display device comprising a pair of

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transparent substrates being aligned via a predetermined distance therebetween with at least one of them having thereon a film for liquid crystal orientation, and a liquid crystal put in the distance between the substrates, wherein;

the film is a UV-reactive film, and is exposed to first polarized UV rays while being on the substrate aligned parallel to a reference plane, and next to second polarized UV rays after the substrate is rotated on the reference plane.

- 9. The liquid crystal display device as claimed in claim 8, wherein the substrate rotation angle is 90 degree.
- 10. The liquid crystal display device as claimed in claim 8 or 9, wherein the angle of the first UV exposure falls between 50 and 90 degrees relative to the reference plane.
- 11. The liquid crystal display device as claimed in any one of claims 8 to 10, wherein the angle of the second UV exposure falls between 50 and 80 degrees relative to the reference plane.
- 12. The liquid crystal display device as claimed in any one of claims 8 to 11, wherein the ratio of the dose of the first UV exposure to that of the second UV exposure falls between 100/1 and 1/1.
- one of claims 8 to 12, wherein the light source of the polarized UV rays is a non-electrode discharge-type UV lamp.

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